

## ORDER



**Orders**  
**Order / Rev:** 366018  
**Alt Order #:**  
**Product Desc:** pol cand  
**Estimate:**  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:** Craig Williams  
**Billing Contact:** Sophie Szych  
 3299 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heller/R/Senate  
**Demographic:** A25-54  
**Product Codes:** PL State Senate  
**Priority:** P-01  
**Revenue Codes:** AGY-TRANS, POL CAND, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	40	\$30,000.00	\$25,500.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	40	\$30,000.00	\$25,500.00	0.00
<b>Totals</b>	<b>40</b>	<b>\$30,000.00</b>	<b>\$25,500.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTNV	10/31/12	11/02/12	M-F 6-7p Action News	CM	M-F 6-7p	-- WTF--	:30	3	\$1,000.00	P-03	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- WTF--			3		\$1,000.00		0.00				
N 2	KTNV	10/31/12	11/02/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	-- WTF--	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- WTF--			1		\$1,000.00		0.00				
N 3	KTNV	11/03/12	11/03/12	Sat 5a News Sat 5a-6a News	CM	Sat 5a-6a News	-----S-	:30	2	\$200.00	P-03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			2		\$200.00		0.00				
N 4	KTNV	11/03/12	11/03/12	Sat 6a Sat 6a-7a	CM	Sat 6a-7a	-----S-	:30	2	\$250.00	P-03	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			2		\$250.00		0.00				
N 5	KTNV	11/03/12	11/03/12	Sat 8a Sat 8a-9a	CM	Sat 8a-9a	-----S-	:30	2	\$325.00	P-01	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			2		\$325.00		0.00				
N 6	KTNV	11/03/12	11/03/12	Sat 430p Action News Sat 430p Action News	CM	Sat 430p-5p	-----S-	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			2		\$400.00		0.00				

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Advertiser: Heller/R/Senate  
 Product Desc: pol cand  
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KTNV	11/03/12	11/03/12	Action News Special Action News Special	CM	Action News Speci- - - - - S- (8:30 PM-9:30 PM)	:30	2	\$1,000.00	P-03	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-		2		\$1,000.00			0.00			
N 8	KTNV	11/03/12	11/03/12	Sat ABC Prime C wwyd	CM	wwyd - - - - - S-	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-		1		\$1,000.00			0.00			
N 9	KTNV	11/04/12	11/04/12	Sun 5a News Sun 5a-6a News	CM	Sun 5a-6a News - - - - - S	:30	2	\$200.00	P-03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		2		\$200.00			0.00			
N 10	KTNV	11/04/12	11/04/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a - - - - - S	:30	2	\$250.00	P-03	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		2		\$250.00			0.00			
N 11	KTNV	11/04/12	11/04/12	Sun 7a GMA Sun 7a-8a GMA	CM	Sun 7a-8a GMA - - - - - S	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1		\$1,000.00			0.00			
N 12	KTNV	11/04/12	11/04/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a - - - - - S	:30	2	\$325.00	P-01	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		2		\$325.00			0.00			
N 13	KTNV	11/04/12	11/04/12	Sun 5p News Sun 5p News	CM	5p-530p - - - - - S	:30	2	\$650.00	P-01	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		2		\$650.00			0.00			
N 14	KTNV	11/04/12	11/04/12	Sun 6-7p Action News	CM	Sun 6-7p - - - - - S	:30	2	\$750.00	P-01	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		2		\$750.00			0.00			
N 15	KTNV	11/04/12	11/04/12	Sun 11-11:35p Action News	CM	Sun 11-11:35p - - - - - S	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1		\$1,000.00			0.00			
N 16	KTNV	11/05/12	11/05/12	Action News Special Action News Special	CM	Action News SpeciM- - - - - (7:30 PM-8:00 PM)	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1		\$2,500.00			0.00			
N 17	KTNV	11/05/12	11/05/12	M-F 5-6am Action News	CM	M-F 5-6a M- - - - -	:30	2	\$150.00	P-03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		2		\$150.00			0.00			
N 18	KTNV	11/05/12	11/05/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p M- - - - -	:30	1	\$1,500.00	P-01	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1		\$1,500.00			0.00			
N 19	KTNV	11/05/12	11/06/12	M-F 6-7am Action News	CM	M-F 6-7a MT- - - - -	:30	2	\$600.00	P-01	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT- - - - -		2		\$600.00			0.00			
N 20	KTNV	11/05/12	11/06/12	M-F 11-12p Action News	CM	M-F 11-12p MT- - - - -	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT- - - - -		2		\$400.00			0.00			
N 21	KTNV	11/05/12	11/05/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P M- - - - -	:30	1	\$1,000.00	P-05	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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KTNV - Las Vegas

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N21	KTNV	11/05/12	11/05/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P M- - - - -	:30	1	\$1,000.00	P-05	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -				1	\$1,000.00		0.00			
N22	KTNV	11/05/12	11/05/12	Action News Special Action News Special	CM	Action News SpecM- - - - - (7:30 PM-8:00 PM)	:30	1	\$1,500.00	P-05	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -				1	\$1,500.00		0.00			
N23	KTNV	11/05/12	11/05/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p M- - - - - (11:00 PM-12:00 XM)	:30	2	\$2,000.00	P-05	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -				2	\$2,000.00		0.00			
N24	KTNV	11/06/12	11/06/12	Action News Special Action News Special	CM	Action News Spec- T- - - - - (2:00 PM-3:30 PM)	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	- T- - - - -				1	\$1,500.00		0.00			
												Totals	40	\$30,000.00